

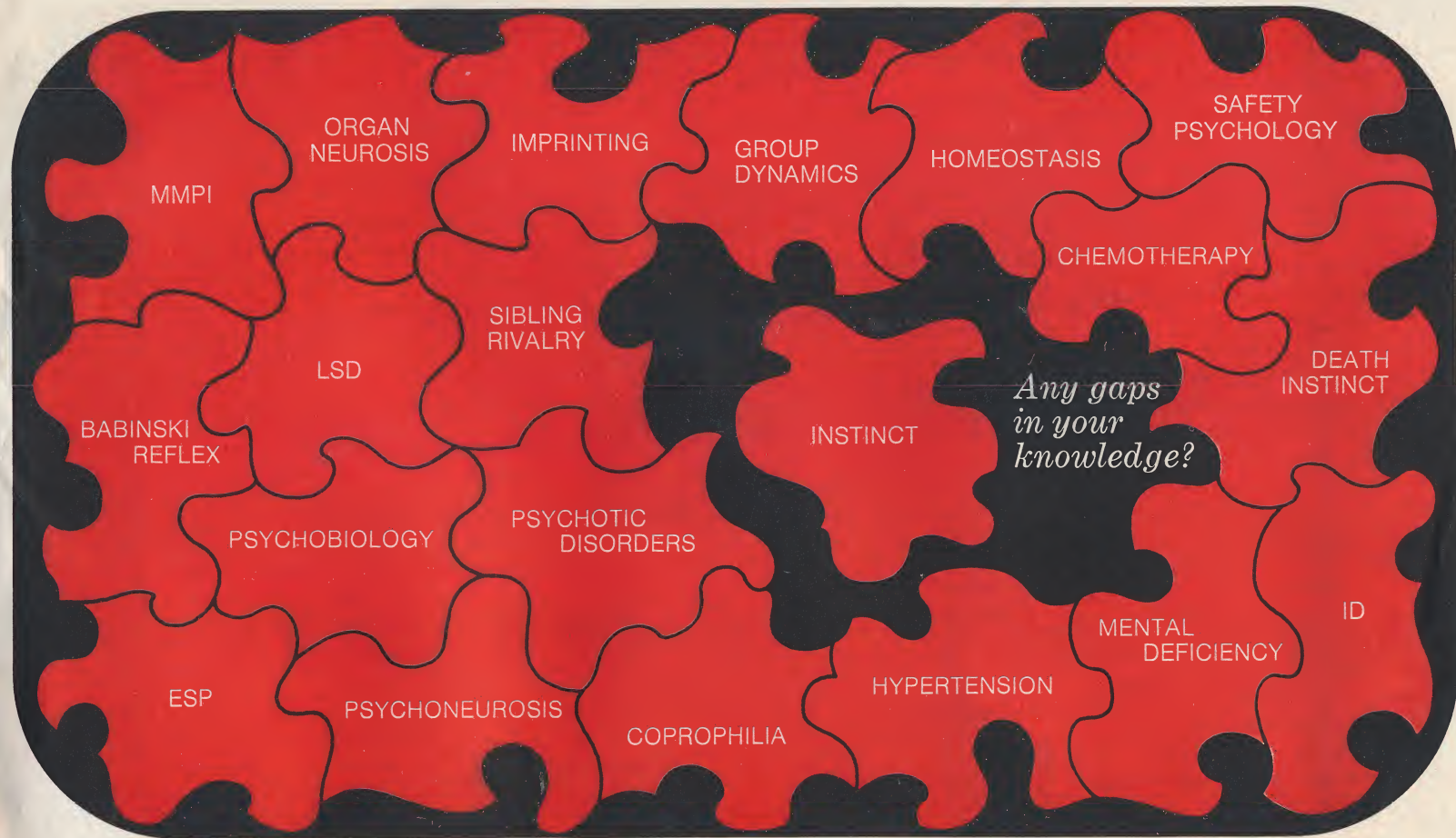
Doubleday & Company, Inc.
Garden City, N.Y. 11530

BLK. RT.
U.S. POSTAGE
PAID
Doubleday & Co.



Act Now
And Save
\$5.00

004894
THEODOR H NELSON
458 W 20TH ST
NEW YORK NY 10011



MMPI

ORGAN
NEUROSIS

IMPRINTING

GROUP
DYNAMICS

HOMEOSTASIS

SAFETY
PSYCHOLOGY

CHEMOTHERAPY

DEATH
INSTINCT

ID

MENTAL
DEFICIENCY

HYPERTENSION

COPROPHILIA

PSYCHONEUROSIS

ESP

PSYCHOBIOLOGY

PSYCHOTIC
DISORDERS

INSTINCT

SIBLING
RIVALRY

LSD

BABINSKI
REFLEX

*Any gaps
in your
knowledge?*

FIRST CLASS
Permit No. 3
Garden City,
L.I., N.Y.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in United States

— POSTAGE WILL BE PAID BY —

DOUBLEDAY & COMPANY, INC.

Garden City, N. Y. 11530

723-4
Reserved Copy



A SAMPLE OF THE COMPREHENSIVE TREATMENT GIVEN TO JUST ONE OF THE 1064 FASCINATING SUBJECTS COVERED IN THE ENCYCLOPEDIA OF HUMAN BEHAVIOR

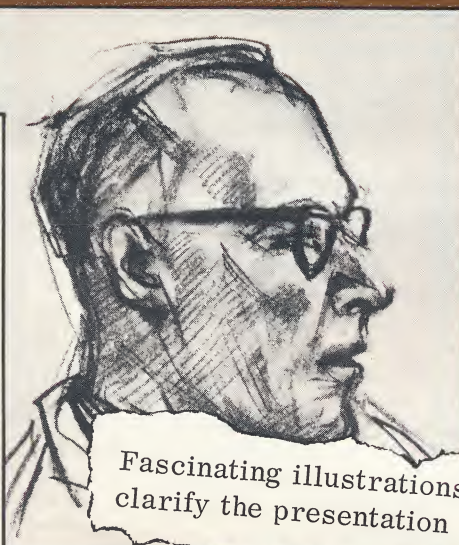
LYSERGIC ACID (LSD). A powerful hallucinogenic, "mind-expanding" drug used for experimental and therapeutic purposes.

In its natural form, lysergic acid diethylamide, LSD-25, is a derivative of ergot, a parasitic fungus that grows on rye. It was first isolated in 1938 by a Swiss chemist, Albert Hofmann. In 1943 he reported a peculiar experience involving "fantastic images of extraordinary plasticity," which was traced to inhalation of a small quantity of the substance during laboratory research. Subsequent investigation has demonstrated that LSD is far more potent than other hallucinogens, such as psilocybin and mescaline. When a solution containing a barely visible speck of LSD (one 10,000th of a gram) is injected or swallowed, it produces a full-blown psychedelic, or mind-expanding, experience lasting eight to twelve hours.

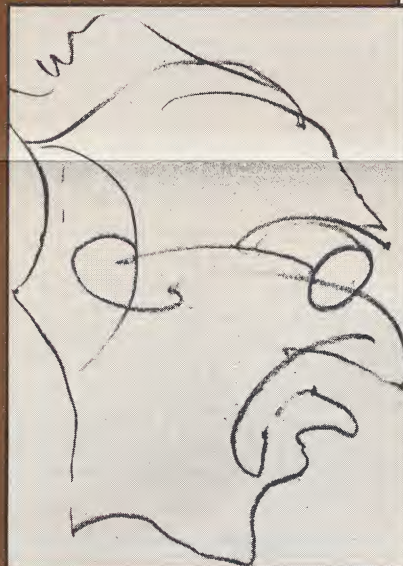
A full LSD experience is virtually indescribable, but its outstanding characteristics appear to be these: vivid sensations of sight and sound produce either transcendent or speakable hallucinations.

A clearly presented, authoritative summary of current scientific findings apart at tortions, is standing.

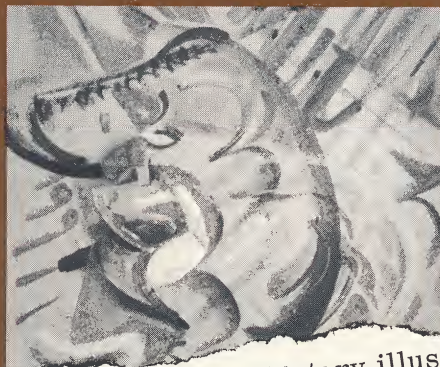
that nothing exists but the present; synesthesia, or crossed perception, in which colors are heard, music smelled, and textures tasted; an illusory feeling of surpassing understanding and speeded-up mental processes; perceptual distortions in which objects, parts of the body, pictures, and people are contracted, expanded, or twisted out of shape (see PLATES 24, 25, 26); and a feeling of oneness with all of humanity and the universe at large, resembling a religious experience. As a result of these "mystical" reactions, attempts have been made to form a cult based upon the use of the drug. Many individuals have sought not only an expanded inner life but a meaning for existence in their "trips"—a search that has almost invariably resulted in dissatisfaction.



A drawing by an artist twenty minutes after taking LSD



Another drawing by the artist two and a half hours later



A third drawing by the artist under the influence of LSD

Illustrative Case: LYSERGIC ACID (PSYCHEDELIC REACTIONS)

On the morning of Thursday, June 18th, 1953, I swallowed the drug which, for twelve unforgettable hours, turned me into a madman. For twelve hours I inhabited a nightmare world in which I experienced the torments of hell and the ecstasies of heaven.

I will never be able to describe fully what happened to me during my excursion into madness. There are no words in the language designed to convey the sensations I felt or the visions, illusions, combinations, colors, patterns and dimensions which my disordered mind revealed.

I saw the faces of familiar friends turn into fleshless skulls and the heads of menacing witches, pigs and weasels. The gaily patterned carpet at my feet was transformed into a fabulous heaving mass of living matter, part vegetable, part animal. An ordinary sketch of a woman's head and shoulders suddenly sprang to life. She moved her head from side to side, eyeing me critically, changing back and forth from woman into man. Her hair and her neckpiece became the nest of a thousand famished serpents who leaped out to devour me. The texture of my skin changed several times. After handling a painted card I could feel my body suffocating for want of air because my skin had turned to enamel. As I patted a black dog, my arm grew heavy and sprouted a thick coat of glossy black fur.

I was repeatedly held in the grip of a terrifying hallucination in which I could feel and see my body convulse and shrink until all that remained was a hard sickly stone located in the left side of my abdomen, surrounded by a greenish-yellow vapor which poured across the floor of the room.

Time lost all meaning. Hours were telescoped into minutes; seconds stretched into hours. The room I was in changed with every breath I drew. Mysterious flashes of multicolored light came and went. The dimensions of the room, elastic-like, stretched and shrank. Pictures, chairs, curtains and lamps flew endlessly about like planets in their orbits. My senses of feeling and hearing were completely distorted.

An illuminating case history illustrates the "Real-Life" situation of the senses, men together again without thought of their proper placings.

But my hours of madness were not all filled with horror and frenzy. At times I beheld visions of dazzling beauty, visions

ALMOST 200 CASE STUDIES SUCH AS THESE ENLIVEN AND EXPAND THE ENCYCLOPEDIA'S COVERAGE

Illustrative Case: LYING, PATHOLOGICAL TYPE

Some inept social deviants seem to falsify statements so easily, so habitually, and so convincingly, that they have been classified as "pathological liars." The observer who attempts to understand this deviant behavior is struck by the time and effort which a patient may invest in fabricating stories, and in subsequently defending his fabrications. Often the stories are complex rationalizations which elaborate a theme of self-justification. Sometimes they are so patently

Illustrative Case: SCHOOL PHOBIA

The patient, a ten-year-old girl, was brought to a child guidance clinic because of her refusal to attend school. About five months earlier, her mother had died following a lingering illness and hospitalization. Although the child had completed the remaining six weeks of third grade without apparent problems, she refused to attend school after the summer vacation. She went to her fourth grade room the first morning with some reluctance but came home at noon and would not return. Sometimes she used

Illustrative Case: JEALOUSY, PARANOID TYPE

A thirty-nine-year-old lawyer became convinced that a conspiracy existed between his wife and an obstetrician. His belief was based on the fact that she had insisted on going to the obstetrician instead of to the family doctor during her second pregnancy. Her specialist was a member of the same nationality as the wife, a group to which the husband did not belong. His suspicion gathered force when she seemed especially pleased with her regular visits and praised the doctor highly.

Illustrative Case: IMPOTENCE (ANXIETY STATE)

K.Y., aged thirty-four years, complained of pains about the heart and of impotence. He had been married for fourteen years and had two children. For the past three months he had been impotent, although up until that time, sexual relations occurred normally two or three times a week. Six months before, the man had been discharged from his employment and had been unable to find other work. The financial situation became exceedingly acute and the patient, who was proud, put off asking for charity. However, because of the need for his wife and children to eat, he had to go on relief, and it was on the background of these worries that impotence resulted. A different attitude toward his financial state and the partial relief thereof caused the impotence to disappear. (Kraines, 1948)

Illustrative Case: ALCOHOLIC ADDICTION, CHRONIC TYPE

R.P., a married man of fifty years of age. He had always been of unusual temperament, having a difficulty in mixing with other people, so that even his own relatives did not visit him. He was always restless, never being able to enjoy a holiday because he wanted to get back to work. He owned a wine and spirit business, and had at one time a dozen retail shops of his own. Five years before his admission into hospital his disposition began to change. He commenced to grumble about everything at home, became irritable at trifles, swore volubly at his wife and children—a thing he had never done before. For some indefinite time he had been drinking secretly. Three years after this he fell into the hands of the police while drunk, and lost some of his licenses in consequence. His ordinary daily program at that time consisted in going out after

Illustrative Case: AUTISM

A young engineer, who had graduated creditably from an engineering school and landed a good job for himself, showed a gradual decline in his ability to do his work until he finally lost his job. At home he spent his days lying around the house; he had no complaints. After admission to a psychiatric clinic he said frankly that there was nothing anyone in the world could offer him as valuable as his daydreams.

This patient said that as a child he had always had an imaginary boy playmate who meant a great deal to him. In adolescence the imaginary playmate became a girl with whom he fell in love. He made strong attempts in college to get away from the autistic affair and managed to fall in love with a woman who appears, from

Illustrative Case: MASOCHISM

A woman of forty-two was brought to the emergency ward after she had attempted suicide by swallowing an ounce of tincture of iodine. The social service history as secured from various informants left a somewhat confused impression. On the one hand, the facts indicated that the patient had been living in pitiable circumstances. She was the wife of a drunkard who had deserted her several months previously. Unable to secure outside employment because of various organic illnesses, she had been reduced to knitting gloves and sweaters at home to support herself and her three children. She had lived in squalor and privation but had stoically refused help from neighbors or charitable organizations. And yet this pathetic account was somewhat altered by further data. For instance, the patient had also refused medical care that would have greatly improved her health. Again, her present marriage was the third of a series,

Illustrative Case: FALSE PREGNANCY

A twenty-one-year-old girl was referred from a prenatal clinic with a note that, whereas they had been unable to detect any signs of pregnancy, the patient not only insisted that she was pregnant, but also attributed her anorexia, vomiting, amenorrhea, abdominal pains, and general irritability to this condition. Physical examination showed only a gaunt, markedly undernourished girl who affected a posture and mode of abdominal relaxation that gave her the appearance of early pregnancy. There were, however, no other physical signs of this, and as previously the Aschheim-Zondek and Rana pipiens tests were negative.

The history and mental status examination showed a wealth of neurotic and

Illustrative Case: HYPOCHONDRIASIS

Luther R., male, thirty-three, divorced. Complaints of abdominal pains, low back pains, tightness in head. Fears he has "bad heart." For past three years has refrained from doing any heavy physical work because he feared a heart attack. Unable to carry on with work (shipping clerk) because he is afraid of overexerting himself.

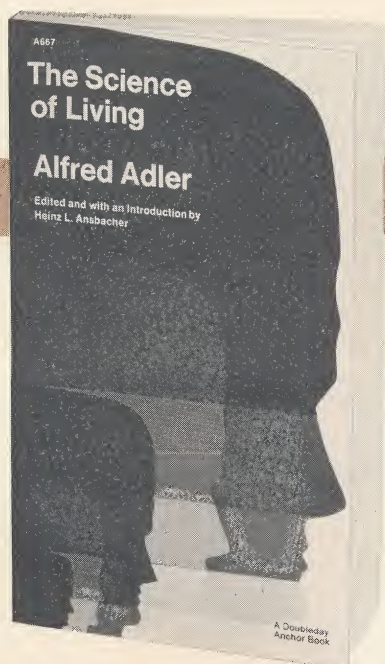
Family History: Patient's father died at thirty-five when the patient was six. He died suddenly, from an illness of five days' duration (pneumonia). He was described as being sociable, intelligent, and well-liked. Had been practicing dentistry for five years at time of death. Mother fifty-seven, living and well, pictured as quiet, methodical.

Illustrative Case: KLEPTOMANIA

A fifteen-year-old girl stole dresses from department stores. Investigation showed that her family was fairly well-to-do, and that it was not necessary for her to steal if she wanted dresses. But a noticeable characteristic of her thefts was that she always stole dresses that were too large for her. She realized this but could not explain it. Further investigation brought out the following facts:

Her family had originally been rather poor, and her father drank. When she was four years old her father deserted her mother, who thereupon became a prostitute. The child was sent first to one and then to another relative. This went on for many years until finally, when she was thirteen years old, an aunt and uncle (with whom she was still living) took her to live with them. They were good to her; they gave her love and affection and bought her things.

Apparently, in stealing these dresses that were too large for her, the girl was unconsciously thinking of her mother and of true "mother love." She felt that she was not getting a proper measure of love and affection; she felt that she was utterly



FREE BOOK FOR PROMPTNESS

Mail your on-approval order before the end of the month and we will send you this timely book absolutely free!

Dear Friend:

Perhaps the most devilish task in publishing is to estimate how many copies to print of a book that is unique... a "first of its kind". To underestimate is costly, to overestimate is wasteful.

The earlier we know the demand for THE ENCYCLOPEDIA OF HUMAN BEHAVIOR, the more on top of things we'll be; and the fewer disappointed customers there will be due to that bete noir of publishing -- the out-of-stock situation.

We are prepared to reward you for your quick response by sending you a FREE copy of The Science of Living by Alfred Adler, one of the "holy trinity of psychology".

Written in a refreshingly clear and simple style, Adler's 138-page book offers a healthy antidote to the current wave of cynicism and pessimism. He held that men create their own destinies and that, to reach fulfillment, we must develop our own unique "life style" -- an early anticipation of the existentialist concept and its emphasis on the search for identity. Here, then, is a book that offers a constructive approach that is so much needed today.

This new Doubleday Anchor paperback commemorates the 100th anniversary of Adler's birth and we are happy to offer it as a fitting companion to Dr. Goldenson's monumental ENCYCLOPEDIA OF HUMAN BEHAVIOR.

Accepting this free book in no way obligates you to purchase the Encyclopedia after inspecting it. The Science of Living is yours to keep in any event.

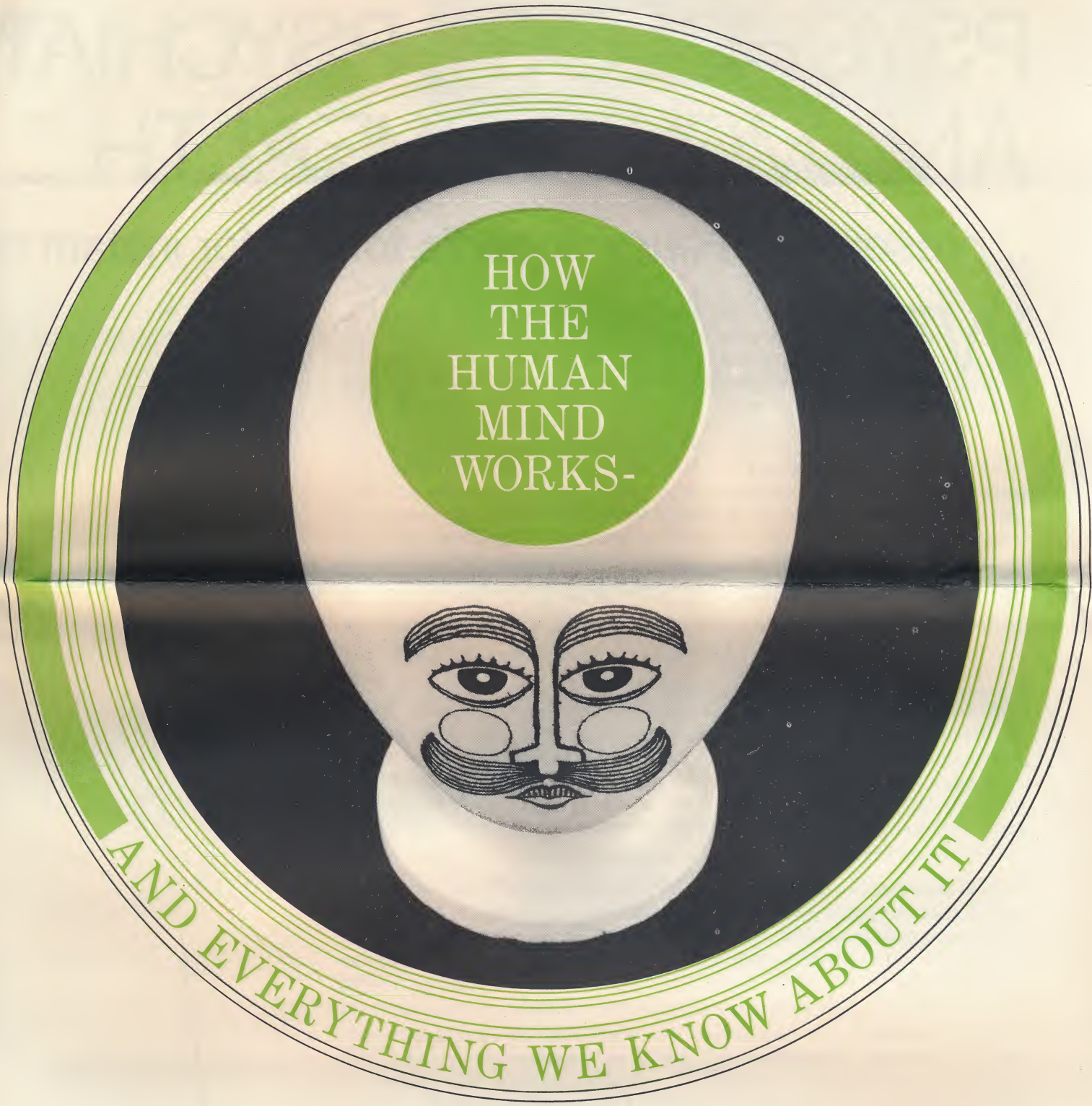
May we hear from you as soon as possible?

Sincerely,

Jay Pederson

Jay Pederson
Sales Department

JP:FL



HOW
THE
HUMAN
MIND
WORKS-

AND EVERYTHING WE KNOW ABOUT IT!

To order: Mail pre-addressed ORDER FORM enclosed or use coupon below. A postage-paid reply envelope is provided.

DOUBLEDAY & COMPANY, INC. / Garden City, N. Y. 11530

Check one of the boxes below :

☐ Please send me THE ENCYCLOPEDIA OF HUMAN BEHAVIOR in two-volumes for two weeks' free examination. If not completely satisfied, I will return the books at the end of two weeks and owe nothing. Otherwise, I will pay the special low introductory price of only \$19.95 plus shipping and handling.

☐ I prefer to pay in three equal monthly installments, plus shipping.

☐ I prefer to save the shipping charges by enclosing my check for \$19.95. Full refund upon return of books if I'm not pleased.

NAME

(please print)

ADDRESS

CITY

STATE

ZIP

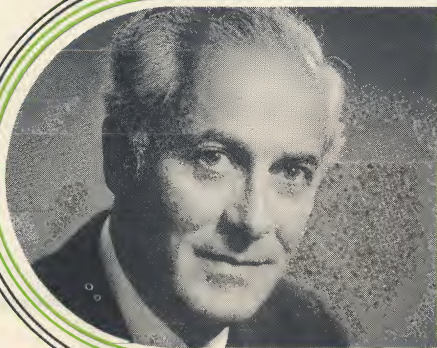
Signature (If under 18, parent must sign)

EHV-CR

Here is a small sampling of the 1064 articles from
THE ENCYCLOPEDIA OF HUMAN BEHAVIOR
as listed in the Category Index

MENTAL DISORDERS AND ABNORMAL BEHAVIOR: Acute Alcoholic Hallucinoses • Epilepsy • Metabolic Disorders • Starvation Reactions • Manic-depressive Reaction • Prison Psychosis • Occupational Neurosis • Arthritis • Menopause • Allergy • Inadequate Personality • Hysterical Personality • Prostitution • Gambling • Voyeurism • Reading Disability • Mental Retardation and Mental Disorder... SYMPTOMS AND REACTIONS: Ego mania • Hoarding • Smoking • Inferiority Complex • Accident Proneness... TREATMENT TECHNIQUES AND FACILITIES: Bibliotherapy • Role-Playing • Tranquilizer • Sheltered Workshop • Halfway House... MENTAL HEALTH AND ADJUSTMENT: Defense Mechanism • Marital Adjustment • Trauma • Withdrawal • Tension... FIELDS OF PSYCHOLOGY AND PSYCHIATRY: Orthopsychiatry • Abnormal Psychology • Engineering Psychology • School Psychology • Community Psychiatry • THEORIES, SYSTEMS, SCHOOLS:

Psychoanalysis • Gestalt Theory • Psychobiology • Field Theory • Existentialism... AREAS OF PSYCHOLOGY: Sex Differences • Race Differences • Anger • Empathy • Problem Solving • Memory Improvement • Gifted Children • Hearing Theories • Eidetic Imagery • Sex Drive • Achievement Drive • Social Class • Group Dynamics • Prejudice • Learning Techniques • Sibling Rivalry • Toilet Training • Adolescence • Equipment Design • Advertising Research • Intelligence Tests • Social Maturity Test • Scholastic Aptitude Test • Autonomic Nervous System • Thyroid Gland... HISTORY OF PSYCHIATRY: Asclepiades • Mesmer • Freud • Adler • Jung... HISTORY OF PSYCHOLOGY: Descartes • Binet • Dewey • Gesell • Pavlov... MISCELLANEOUS TERMS: Collective Unconscious • Libido • Id • Erogenic Zone • Masculine Protest... plus an *additional* 982 articles covering the complete range of human behavior.



Wm. Russ

ABOUT THE AUTHOR

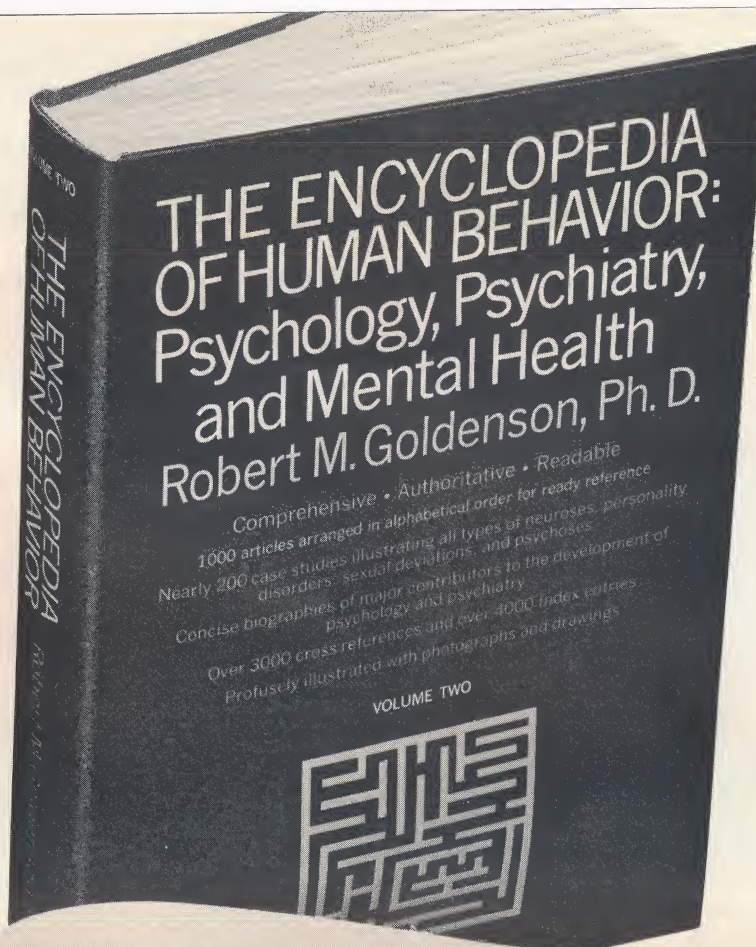
Robert M. Goldenson, Ph.D., is a practicing psychotherapist, and a consultant at the Institute for Child Mental Health. Formerly he was psychology professor at Hunter College and Educational Director at the Book-of-the-Month Club. Dr. Goldenson is a frequent contributor to magazines and is the author of **ALL ABOUT THE HUMAN MIND, HELPING YOUR CHILD TO READ BETTER**, and other books.

DOUBLEDAY & COMPANY, INC. / Garden City, N. Y. 11530

ERN
RY,

erence

phabetically for ready reference
most authoritative sources
and easy-to-understand language
emonstrate all types of neuroses,
exual deviations, and psychoses
photographs, drawings, tables,
y defining all technical terms at
major figures in psychology and
s and 5500 index entries
references



The Crawford Small Parts Dexterity Test, used in assessing ability to perform requiring manual dexterity. See ATTITUDE TESTS (Special), PERSONNEL TESTS.

Which version is artistically superior? One of many items on the Meier Art Judgment Test. See ART TESTS.



but more highly developed in man. If the pathways between the posteroventral area and the cortex are damaged, people lose their ability to make fine taste discriminations. (Oakley and Pfaffman, 1962). Nerve fibers from pain, temperature, and pressure receptors also connect to the thalamus, but these fibers have not yet been sorted out. There is some reason to believe that this structure is also concerned with emotional reactions, since electrical stimulation of the posteroventral nucleus produces aversive reactions in animals. (Roberts, 1962). In addition, stimulation of the dorsal medial nucleus evokes aversion responses. (Roberts, 1962), and lesions in this area result in a decrease in fear responses.

A portion of the thalamus called the diffuse thalamic projection system (DTPS) has been found to arouse the organism, probably acting as an accessory to the reticular activating system. Electrical stimulation experiments (Robinson and Moshkin, 1962). Still other experiments have implicated the thalamus in conditioned responses, since lesions made in three different areas (the posterior, dorsal, and diffuse thalamic systems) materially affect the ability of animals to learn and retain active avoidance responses. (Thompson, 1963). Destruction in these areas also affects the ability of rats to learn a maze.

THEMATIC APPERCEPTION TEST

(TAT). A projective test in which subjects reveal their attitudes, feelings, and personality characteristics by making up stories about a standard series of pictures.

The TAT was developed by the psychologist H. A. Murray and his co-workers in 1938. It is based on the theory that relatively ambiguous and unstructured pictures will be perceived in the light of the individual's prior experience and that the

themes of his stories will reflect his basic personality—hence the title "Thematic Apperception." The test consists of thirty black and white pictures (and one blank card), some for male subjects, some for females, but most of them for both. They depict a wide variety of people and scenes which are amenable to many different interpretations (Fig. 50). After careful testing,



Fig. 50. A picture of the general type used in the Thematic Apperception Test. The subject tells a story based on the picture—and unconsciously projects his own feelings and fantasies into his characters and plot.

this particular series was selected for its ability to elicit stories that reveal personal and social adjustment, including attitudes toward authority, feelings about sex, basic emotional reactions, defense mechanisms, fantasies, and aspirations.

The examiner introduces the pictures as a test of imagination. The pictures are then shown one at a time and the subject is asked to tell a story based on each of them—but it must be a complete story that shows what led up to the scene, how the characters act and feel, and what the outcome will be. The subject usually becomes deeply absorbed in creating his stories, and through them expresses needs and urges which he cannot easily express in other ways. He generally projects himself into the central role, but may identify with

THE ESSENCE OF MODERN PSYCHOLOGY, PSYCHIATRY AND MENTAL HEALTH

...presented in encyclopedia format for instant reference

WHETHER you hold the opinion that man is a noble, divinely inspired being or an evolutionary accident — now you can study both his conscious and unconscious mental processes with the help of a unique reference that summarizes current scientific knowledge of this exciting subject.

If you are a professional, the two-volume *ENCYCLOPEDIA OF HUMAN BEHAVIOR* is a handy guide for checking your facts, quickly reviewing other specialties, obtaining brief background information. If you are a layman, the set offers you a basic orientation in psychology, psychiatry, and mental health, and provides you with fascinating insights into man's mental makeup.

Answers all your questions fast — Ideal as a source of ready answers to practically every question on man's behavior, this lucidly written reference is comprehensive and completely authoritative. Easy to understand because it avoids specialized jargon and highly technical terms, it is not only informative but also highly readable.

THE *ENCYCLOPEDIA* was created as a *modern* reading reference and explains all important psychological and psychiatric principles and theories, *and* their applications in real-life situations. The two volumes contain a wealth of concise definitions, essential data, carefully developed presentations, countless facts and figures, descriptions of disorders and their treatments, results of experiments, histories of major movements, biographies of eminent authorities, and much more.

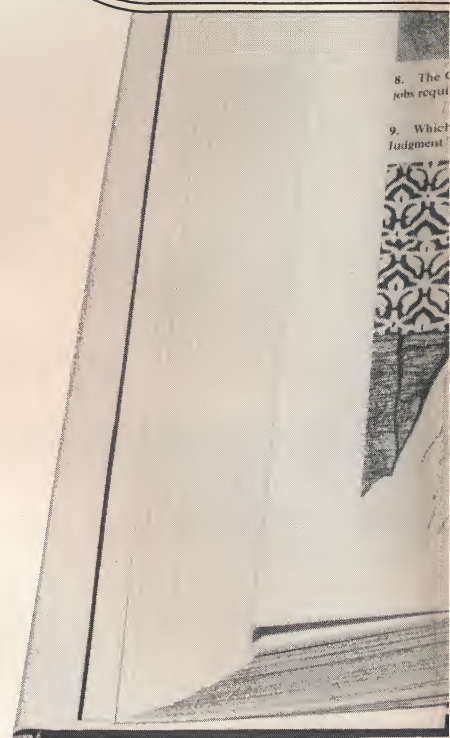
Features unprecedented range of coverage — Unrivalled in scope, this two-volume practical encyclopedia contains 1064 articles varying in length from a 100-word paragraph to several pages totalling 6000 or more words. THE *ENCYCLOPEDIA OF HUMAN BEHAVIOR* is based on the latest and most authoritative sources available, its entries cover every aspect of the fascinating field of human behavior. Among its major articles you will find...

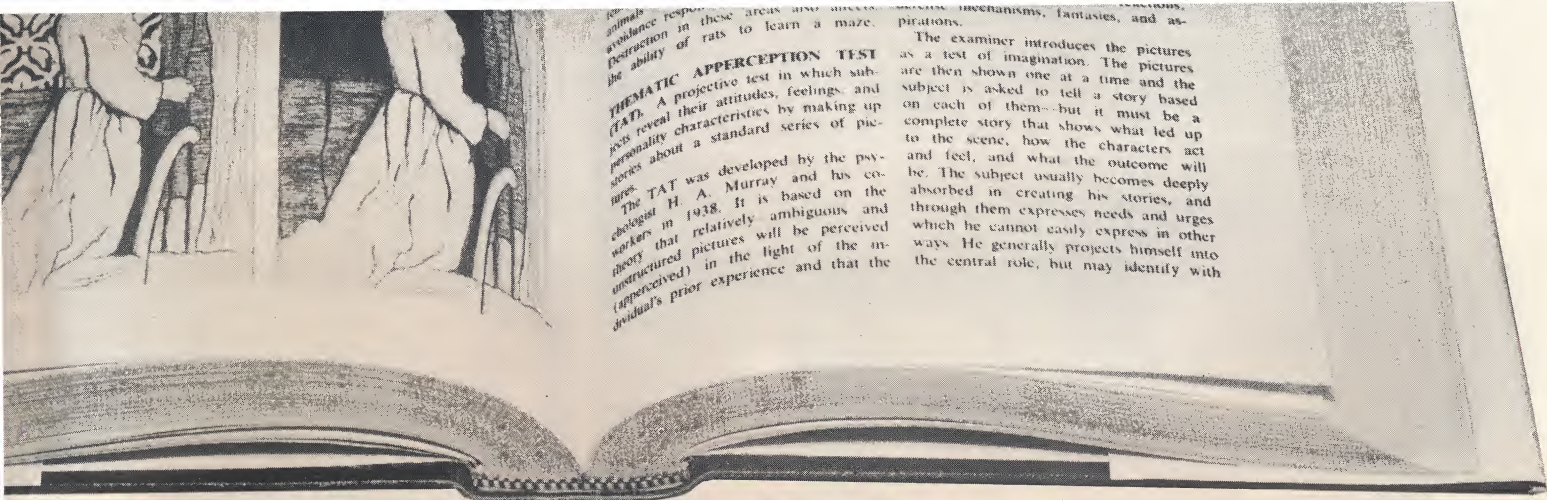
- 105 on psychoses
- 57 on personality disorders
- 19 on sexual deviations
- 111 on specific symptoms and reactions
- 41 on the physical basis of behavior
- 45 on psychological testing
- 21 on social behavior

Each article is a many-sided review that provides you with a complete briefing on a subject, including principal characteristics, significant research data, practical examples, current significance, and any other necessary information. Of course the entries are not rigidly uniform but are geared to the peculiarities of each subject. For example, the entry for **Crime and Criminals** is subdivided into four parts:

SPECIAL FEATURES

- 1064 articles arranged alphabetically
- based on the latest and most authoritative sources
- written in easy-to-read and easily understood language
- nearly 200 case studies demonstrating personality disorders, sexual deviations, etc.
- profusely illustrated with photographs and diagrams
- serves as a dictionary by definition and point of use
- concise biographies of major figures in psychiatry
- over 4000 cross references and cross-indexing
- 1800-item bibliography of references
- special category index





THE ENCYCLOPEDIA OF HUMAN BEHAVIOR

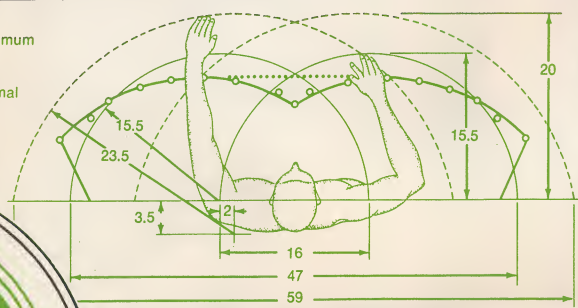
Psychology • Psychiatry • Mental Health

By Dr. Robert M. Goldenson
2 volumes • over 100 drawings and photographs

zees not only
ship to get a
chips them-
e money until
nd them.

Where should work and materials be placed for greatest efficiency? A Navy study has shown that the area enclosed by the solid line is superior to the traditional semicircular areas. The area is flattened at the center for a vertical work space, as indicated by the dotted line.

----- Semicircular Maximum
—— Semicircular Normal
—— Modified Normal



**FREE
EXAMINATION
PRIVILEGE**
Send for your
on-approval copy
today for two weeks*
free examination.
No obligation
to purchase.

The Goodenough Draw-A-Person Test, as used in a study of dysautonomia. Both subjects were 15 years old and in the average range of intelligence.



An ambiguous figure. Do you see an old woman or a young one? Or does it shift from one to the other?

figures" make a series. Find the one among the series.



- **personality** traces the various kinds of criminals and indicates which types of persons are prone to commit certain crimes.
- **causal factors** briefly examines the reasons for criminal behavior, as far as they can be determined.
- **emerging types** reveals a dramatic change in the motives and ambitions of criminals today, as opposed to those of the 19th century.
- **rehabilitation** presents five concrete steps that must be taken to solve the vital problem of increasing crime in our society.

And if you are interested in pursuing the subject further, the entry also refers you to 11 other subjects—from juvenile delinquency to legal psychiatry—that can be consulted in the *ENCYCLOPEDIA* for additional information.

Shows how principles work in practice — Firmly rooted in actual experience and real-life situations, this two-volume reference *contains nearly 200 case studies* that graphically illustrate all types of psychiatric disorders ranging from fetishism to multiple personality. In all of these disorders, the symptoms, diagnoses, subsequent treatments, and their results, are indicated. Thus you can see just how the principles and theories described in the *ENCYCLOPEDIA* actually work in practice.

Without doubt this first-of-its kind encyclopedia represents the greatest concentration of practical information on psychology, psychiatry, and mental health ever essembled in a single reference. It is not only an ideal desk-top guide for psychologists, doctors, lawyers and other professionals, but is also a welcome supplementary study aid for students and social case-workers, and an informative addition to every intelligent layman's library.

NO-RISK GUARANTEE — SPECIAL INTRODUCTORY PRICE

Send for your personal copy of *THE ENCYCLOPEDIA OF HUMAN BEHAVIOR* today. Read it for as long as two weeks at our expense. If you do not believe this two-volume set is *everything* that we have claimed, simply return it at the end of two weeks and the matter is ended.

On the other hand, if you agree that *THE ENCYCLOPEDIA OF HUMAN BEHAVIOR* will be an invaluable addition to your home or office library, keep the books and remit payment of only \$19.95 by whichever method you choose from the three options described on the Order Form.

(Payments may be spread over three months, if you wish, without extra cost.)

By sending for your free examination copy now, you can save a full \$5.00 from the \$24.95 list price which goes into effect on January 1. This special limited-time offer is intended to make the *ENCYCLOPEDIA* accessible to the greatest number of students and professionals at the lowest possible cost.

We suggest you take advantage of this considerable savings by mailing your on-approval order today! Use the pre-addressed Order Form enclosed or the coupon on the reverse side of this brochure. A postage-paid reply envelope has been provided.

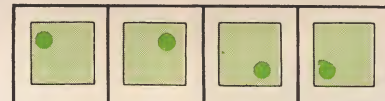
THE OF H Psycho

The Chimpomat. Chimpanzees learn to insert a poker chip, grape, but work for the chip selves, hoarding them like money they have a chance to spend the



Yerkes Regional Primate Research Center

PROBLEM FIGURES



Abstract Reasoning. The four "problem figures" "answer figures" which could be the next in the s

...king, 1350
...s, 1168
...Academic Ability Test, 631
...Academic Promise Tests, 1173
...Academy for Scientific Interrogation
...Acalculia, 94
...Acataphasia, 1167
...Acathisia, 5, 1329
...Accidental homosexuality
...Accident habit, 6

...ness, 6, 1143
...repeater, 6, 1142
...accommodation, 1354
...Accommodation cues, 317
...Acetylcholine, 209, 1290
...Ach, Narziss, 1380
...Achievement cultures, 9
...Achievement drive, 1
...Achievement-need co
...Achievement tests, 9
...Aching back, 1073
...Achondroplasia, 360
...Acquiring prejudices, 994
...Acquisitive mob, 749
...Microcephaly, 11, 780
...Megaloid personality, 11
...galy, 11, 980

Activity
Act psychoneurotic
Actual neurosis
Acute alcoholic h
Acute brain disorder
Acute depression, 72
Acute mania, 381, 72
Acute syphilitic hydro
Acute traumatic disorder
Adaptability test, 953
Adaptation-level theory
Adaptation time, 1189
Adaptive approach, 10
Adaptive processes, 76
Addiction, 354, 1215
Addiction in childhood
Addison, Thomas, 17
Addison's disease, 17
Adenohypophysis, 979
Adiadochokinesis, 192
Adiposogenital dystrophy
Adipsia, 587
Adjective checklist, 35
Adjustment, 18, 510
Adjustment reaction of
Adjustment reaction of
Adjustment reaction of
Adjustment reaction of
Adjustment reactions, 20
Adler, Alfred, 10, 2, 244

More than 1500 pages of practical A-to-Z information

Stare at the center of this figure and see what happens.



Other fascinating illustrations in THE ENCYCLOPEDIA OF HUMAN BEHAVIOR include...

- color blindness test
- a schizophrenic's paintings at the beginning of therapy — and at the end
- how faces express emotion
- how a duck grasps the concept of triangularity
- EEG recordings in a sleep laboratory
- an afterimage experiment
- the Ames room
- and more

Typical posture of withdrawn and un

A clue to suicide. In analyzing this painting, the therapist detected a suicidal urge — not in the macabre figures, which are common in the work of mental patients, but in the white bird ascending to heaven to escape them.



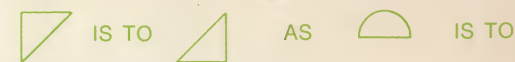
The visual cliff experiment: how early can a child perceive depth? Will the baby venture over the "cliff" (which is actually covered with glass for protection)?

William Vandivert

Mechanical Reasoning. If the driver turns in the direction shown, which way will the pulley at "X" turn?



Items of the kind used on group intelligence



WHICH FLAG IS LIKE THE ONE ON THE

than 1500 pages of practical A-to-Z information

enter of this fig-
what happens.



**Other fascinating illustrations in
THE ENCYCLOPEDIA OF HUMAN
BEHAVIOR include...**

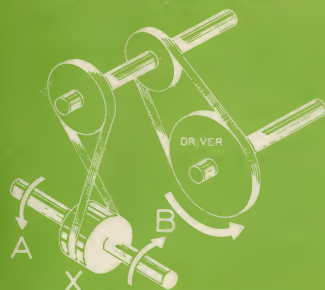
- color blindness test
- a schizophrenic's paintings at the beginning of therapy — and at the end
- how faces express emotion
- how a duck grasps the concept of triangularity
- EEG recordings in a sleep laboratory
- an afterimage experiment
- the Ames room
- and more



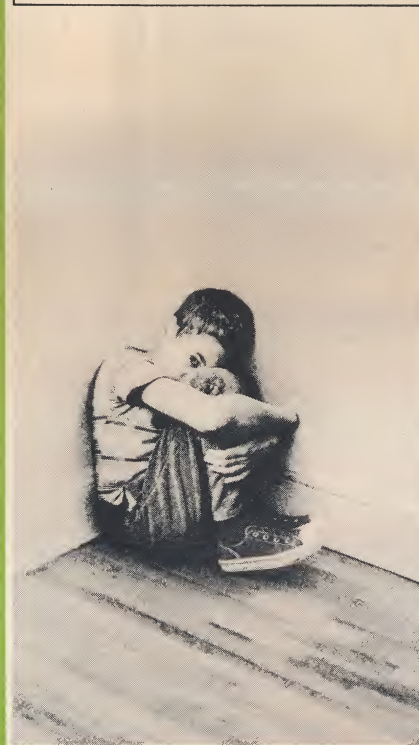
The visual cliff experiment: how early can a child perceive depth? Will the baby venture over the "cliff" (which is actually covered with glass for protection)?

William Vandivert

Mechanical Reasoning. If the driver turns in the direction shown, which way will the pulley at "X" turn?



Typical posture of an autistic child, withdrawn and unresponsive.



Nat'l Assn. for Mental Health

Items of the kind used on group intelligence tests.



WHICH FLAG IS LIKE THE ONE ON THE LEFT?

"Weak ego," 375, 379
Weber, Ernst, 109, 454, 1059, 1070
Weber fraction, 656, 1070
Weber's Law, 190, 454, 655
Wechsler, David, 1366
Wechsler Adult Intelligence Scale
Wechsler-Bellevue Intelligence Scale
793, 1311
Wechsler Intelligence Scale

... Scales, 364
... School and Primary
... 610, 1366
... application blank, 951
... 1242
... Mitchell's disease, 823
... Edoardo, 377
... bell-baby clinics, 789
Wender, L., 77, 524
"Werewolves," 753
Werner, Heinz, 972
Wernicke, Carl, 60, 1368
Wernicke-Korsakoff's syndrome
Wernicke's syndrome
syndrome), 54, 157, 250, 307, 1368
Wertheimer, Max, 506, 667, 1368
Wesman Personnel Classification Test
Western Electric Study, 372

Work pauses, 6
Work sample t
Writer's cramp
Writing, 842
Wry neck, 580
W-State, 351
Wundt, Wilhelm
1003, 1055
Würzburg Sch

Xenophol

Yerl
Y

Zeigarnik, Bluma
Zeigarnik effect,
Zen Buddhism, 1
Zen therapy, 138
Zoerasty, 157
Zoophilia, 157
Zoophobia, 966
Zufi Indians, 45

Inkblot of the type used on the Rorschach Test.



MAIL THIS ORDER FORM TO RECEIVE
YOUR ON-APPROVAL COPY OF
**THE ENCYCLOPEDIA
OF HUMAN BEHAVIOR**
SAVE \$5.00

FREE BOOK FOR PROMPTNESS!
**THE SCIENCE OF LIVING
BY ALFRED ADLER**

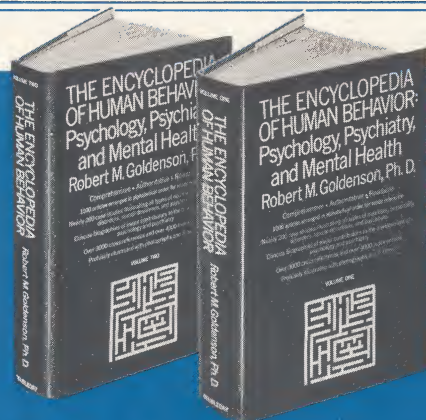
To receive your free-inspection copy, check one of the boxes below:

☐ Please send THE ENCYCLOPEDIA OF HUMAN BEHAVIOR to the address on the right for two weeks' free examination. If not completely satisfied, I will return the two volumes at the end of two weeks and owe nothing. Otherwise, I will pay the special low introductory price of only \$19.95, plus shipping and handling. This represents a *saving of \$5.00* from the \$24.95 list price effective January 1.

☐ I prefer to pay in three equal monthly installments, plus shipping.

☐ My check for \$19.95 is enclosed. Doubleday will pay for shipping. Full refund upon return of books if I'm not pleased.

Fold and enclose this form in postage-paid envelope provided. Mail today!



**SAVE \$5.00 WITH THIS SPECIAL
INTRODUCTORY OFFER.**

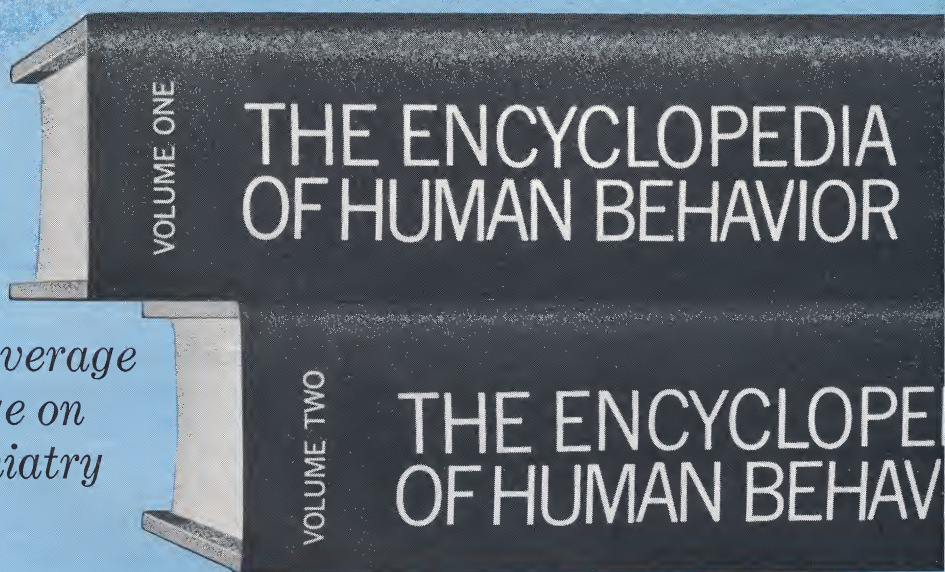
Please initial to verify name, address & zip _____

004894
THEODOR H NELSON
458 W 20TH ST
NEW YORK NY 10011

Doubleday & Company, Inc./Garden City, N.Y. 11530

For your
professional
reference
shelf...

*The most complete coverage
of scientific knowledge on
psychology and psychiatry
ever published*



Save \$5.00 with this Special Introductory Offer

Dear Friend:

If Freud himself were alive today, chances are that he would have in his bookshelf the best available general reference on human behavior.

For today even a great scientist needs help to keep up with all the important aspects of psychiatry, psychology, and related medical areas. The best way you can get this vital assistance is by consulting a newly published, first-of-its-kind, reference titled ...

THE ENCYCLOPEDIA OF HUMAN BEHAVIOR
Psychology, Psychiatry, and Mental Health
by Robert M. Goldenson, Ph.D.

The most complete presentation of scientific knowledge ever to appear in two volumes, this unprecedented reference contains a summary of what we have learned to date about man's behavior. It encompasses the latest and most significant research findings, facts, and theories in these major areas ...

- * mental disorders and abnormal behavior
- * symptoms and reactions
- * treatments
- * mental health and adjustment
- * fields of psychology and psychiatry
- * theories, systems, schools
- * areas of psychology
- * history of psychiatry and psychology

Authoritative without being pedantic -- comprehensive without being submerged by countless details and technicalities -- the Encyclopedia contains

more than 1000 articles ranging in subject matter from aberration to Zeigarnik Effect, with each article providing a thorough basic coverage of the subject.

The result is a ready reference that you can use to check facts and basic data ... review subjects that have become rather vague in your memory ... refresh your knowledge of the principal arguments for and against various techniques and theories ... find material for a speech, article, or paper ... get an instant overview of a subject outside your specialty ... examine case histories on most major disorders.

To help you track down the information you seek in a matter of seconds, the Encyclopedia is arranged alphabetically with a general index of over 5500 entries and more than 4000 cross references. Its special category index lists all topics under general headings, so that you can see at a glance the scope of the coverage in each area. An 1800-item bibliography of references gives you an excellent starting point for further investigations.

Here is a small sampling of the practical, instantly usable information you will find in this 2-volume reference set ...

- * 7 ways of distinguishing hysterical from organic disorders
- * the pros and cons of autosuggestion as a means of rallying a person's physical and emotional resources
- * why culture-fair mental ability tests are a failure, but a failure that has taught us a valuable lesson
- * the difference between grand mal, petit mal, Jacksonian, and psychomotor epilepsy
- * the various techniques of hypnotherapy that have been used to treat disorders such as sleepwalking, asthma, migraine, muscular rheumatism, and others
- * 6 reasons for masochistic behavior
- * 11 techniques for coping with the most prevalent mental disorders in children
- * timely analysis of mass behavior covering the actions of crowds, mobs, audiences, and the public at large, including rioting, lynching, panic, fads, crazes, mass hysteria.

The Encyclopedia encompasses the entire range of psychology and psychiatry, including such diverse subjects as equipment design, adrenal glands,

advertising research, barbiturate intoxication, dark adaptation, lead poisoning, management development, meningitis, sadism, symbiotic psychosis, and group psychotherapy.

With the length of each entry determined by its importance, some of the articles are virtual crash courses in their subjects. For example, dream interpretation first covers the engrossing history of the subject, revealing that the first known "dream book" contains material from 2000 B.C. and anticipates Freudian theory ... that the early Hebrews and Mohammedans believed that dreams were revelations from God ... that the Greeks were the first to separate dreams from their aura of mystery and magic.

The next entry, on modern dream interpretation, examines the psychological significance of dreams today, with skillful summaries of the work of such giants in the field as Freud, Jung, Adler, Stekel, and others, including Jung's penetrating analysis of the questionable assumptions involved in the Freudian interpretation of an actual dream.

A following entry distinguishes the dream state from both ordinary sleep and the waking state, examines the most important dream experiments, summarizes the latest research findings, such as the effects of various drugs including LSD, alcohol, and tranquilizers on D-state time ... and its subsequent effect on the mental health of the subject.

Copiously illustrated with drawings, diagrams, photographs, and case histories, the Encyclopedia is a handy reference for every professional involved with man's mental processes and behavior. Consequently, if you need a concise review of character development ... a summary of the mistakes made by ESP researchers ... a brief history of demonology ... or a real-life example of compensation neurosis, you need look no further than the Encyclopedia.

But for a full appreciation of the immediate usefulness of these two truly extraordinary volumes, you must examine them personally. And to make this examination almost effortless on your part, we invite you to use the Encyclopedia for two weeks at our expense.

Special Introductory Offer Saves you \$5.00

Simply send in the enclosed order form and we will mail a set of THE ENCYCLOPEDIA OF HUMAN BEHAVIOR to your home or office. When you receive it, use any personal criteria you like to evaluate the scope, accuracy, balance of coverage, and language of the two volumes. Compare them with any of the references that you have on your bookshelf right now.

At the end of two weeks, if you choose not to keep the Encyclopedia for any reason whatever, simply return it and the matter is closed. On the

other hand, if you find that it meets your personal qualifications as a useful reference, send us the special low price of only \$19.95, plus shipping and handling. (You may even pay for the volumes in three equal monthly installments, if you wish, without extra cost).

This special limited-time offer is designed to make the Encyclopedia immediately available to the greatest number of students and professionals at the lowest possible cost. By sending for your free examination copy now, you can save a full \$5.00 from the \$24.95 list price which goes into effect on January 1st.

Mail the pre-addressed Order Form today. Payment is not required at this time; you can save now, pay later. A postage-paid reply envelope is enclosed.

Cordially,



Clifford A. Eisley
for Doubleday & Company

CAE:EB
Enclosures